

May 15, 2013

To: Executive Board

Subject: **Proposed Service Enhancements - Fall 2013**

Recommendation

Receive and file the Proposed Fall 2013 Service Enhancements.

Summary

This proposal was developed to provide existing customers a better customer experience and attract new riders by increasing service and extending operating hours on various lines. Several local lines have been identified that could benefit from service enhancement. All Foothill Transit lines were ranked according to schedule adherence and customer comments received and the top ranked lines were further studied. Because these are service enhancements, they are eligible Measure R expenditures. Measure R provides funding to make "public transportation more convenient and affordable" while improving the "quality of life" for Los Angeles County residents. Foothill Transit receives Measure R funding that is allocated according the same Formula Allocation Procedure (FAP) that is used to distribute transit operating funds to Metro and the other municipal operators in the county.

These enhancements will also help to reduce the region's greenhouse gas emissions as mandated by Senate Bill 375. The recommendations are as follows:

| Line | Discussion | Cost |
|------|---|--------------------------------|
| 178 | Increase frequencies from every 30 minutes to every 20 minutes on weekdays from 10:00 a.m. to 4:00 p.m. This is the period with highest ridership. Extend night service an additional hour to coincide with mall closing hours on weekdays. | \$406,396.61 |
| 185 | Add six trips to standardize frequencies to every 30 minutes between 9:45 a.m. and 12:45 p.m. on weekdays. Extend night service an additional hour to match mall hours on weekdays. | \$126,724.56 |
| 187 | Improve trip speed and create a limited-stop variant on the same route to reduce trip time and improve schedule adherence. | No additional cost for service |
| 195 | Add three trips in each direction during the week between 9:45 a.m. and 1:45 p.m. to fill the gap in service. | \$65,722.15 |
| 281 | Increase frequency to every 20 minutes between 6 a.m. and 10 a.m. and 2 p.m. and 5 p.m. on weekdays. | \$190,098.78 |

| | | |
|-----|--|--------------------------------|
| | These periods have high ridership and are the times when most people are traveling to and from work. | |
| 286 | Extend operating hours to coincide with service times of buses operating out of Pomona TransCenter and the closing time of the Brea Mall. | \$80,654.65 |
| 289 | Extend operating hours on weekday evenings to ensure that the ridership program at Mt. San Antonio College can be successful in generating increased ridership. | \$98,330.51 |
| 480 | Increase frequency to every 20 minutes between 7 a.m. and 9 a.m. and 3 p.m. and 5 p.m., and to every 30 minutes between 9:30 a.m. and 1:30 p.m. during the week. These are the busiest travel times for the line. | \$371,969.47 |
| 482 | Additional stop serving Industry Metrolink station on the weekdays to coincide with the opening of the Industry Park & Ride. Additional trip in the morning serving Industry Metrolink station on the weekdays to coincide with the opening of the Industry Park & Ride. | \$40,113.94 |
| 486 | Improve trip speed and create a limited-stop variant on the same route to reduce trip time and improve schedule adherence. | No additional cost for service |
| 492 | Increase frequency to every 20 minutes between 6 a.m. and 8 a.m. and 10 a.m. and 5 p.m. during the week. These are the busiest travel periods for the line. | \$388,383.12 |
| | | \$1,768,393.79 |

Section 1: Introduction

Proposed Enhancements

Public transit serves many roles and purposes; the first and most visible purpose is to provide those without access to automobiles a means by which to travel. According to American Fact Finder, 7.3 percent of Los Angeles County commuters use public transportation to get to work. Sixty-four percent of commuters using public transportation have 1 or 0 cars in their household; 75 percent make \$24,000 a year or less; and 41 percent live at 150 percent or less of the poverty line. For those who do not own a car or have access or ability to drive one, transit is their lifeline to all other activities and appointments. Foothill Transit receives many comments requesting additional service because public transit plays a crucial link in ensuring our customers' ability to conduct normal activities at a level competitive with cars. Many potential riders do not use our service because it is not competitive with the car, while those who do interface with a service that can at times be slow or inefficient. In fact, according to the American Fact

Finder, the mean travel time for those commuting in their car is 27.8 minutes versus 49.3 minutes for those on transit.

While our society has been car-oriented for at least the past 50 years, transit is making a comeback. In July 2010, many strategic cuts were made to avoid a budget deficit which left many Foothill Transit lines with inconsistent headways making the system inconvenient to use for daily life. In addition, Foothill Transit's customer base has most likely grown since 2010 necessitating additional service on certain lines.

The passage of Senate Bill 375 and the approval of the Southern California Association of Governments' (SCAG) Regional Transportation Plan in 2012 require the region, by law, to reduce greenhouse gas (GHG) emissions from passenger vehicles eight percent by the year 2020. The reduction in GHG comes mainly through a reduction in vehicle miles traveled (VMT). SCAG recommends reducing VMT by focusing jobs and housing in the region's High Quality Transit Areas (HQTAs) so that more trips can be conducted through walking, biking or public transit as opposed to the automobile. SCAG defines HQTAs as an area "within a ½ mile of a well-served transit stop, and includes transit corridors with minimum 15-minute or less service frequency during peak commute hours." According to this definition, only Foothill Transit's commuter lines meet the frequency threshold – however as the commuter lines have very few stops (fewer than 10 per line) not as many people are able to access this service. Thus, it falls upon the local lines, which crisscross much of our service area and include scores of stops per line, to act as the primary means in which HQTAs can be brought about. With the proposed service enhancements of increasing service frequencies and extending operating hours on the local lines, Foothill Transit will be in a position to attract more riders to the system and deliver a HQTA to the San Gabriel Valley region. More people on buses means less people in cars on the street, resulting in less traffic, less congestion and less pollution. Combined with the fact that Foothill Transit will soon have an all-CNG/Electric fleet, this means that should the service enhancements be implemented, the agency will be playing an important role in reducing the region's GHG and in improving the quality of life for all residents.

Service Reductions

In FY 2011, facing a projected \$12.5 million operating budget deficit, Foothill Transit undertook a series of service cuts, service reorganization and fare increases to balance the budget. A single, unproductive route was completely cut, many routes were truncated and over 170 trips were eliminated. Many of the trips were midday trips such as the six trips cut from Line 195 and the six trips cut from Line 285. The cuts were strategic enough that existing ridership did not suffer; in fact, there were nearly 20,000 more boardings in FY 2011 than FY 2010. However, the cuts left many lines with inconsistent service, making the system as a whole difficult to understand and use. Transfers are more difficult if frequencies are inconsistent and if local service is absent for three hours in the middle of the day, mobility is severely impacted.

This report explores instances where adding trips that were previously cut will enhance the customer experience. Specific scenarios which address these cuts are the following:

- Line 185 – Add trips to standardize headway during off-peak times
- Line 195 – Add trips to restore service during off-peak times

Many of the lines which experienced cuts were not analyzed for this round of schedule enhancements because of low boardings or acceptable on-time performance.

Section 3: Methodology

All Foothill Transit lines were studied to identify the worst performing lines in the following categories: number of schedule adherence complaints, on-time performance (OTP), contribution to the overall on-time performance statistic (dictated by route frequency), and overall ridership. The lists were combined and a route was given one point every time it ranked in the top ten in each category. The routes with the most total points were selected for further study for possible enhancements. Express lines were not chosen for further study because they are limited service routes that operate only during AM and PM peak hours, some at ten-minute frequencies. Schedule adjustments to help with on-time performance are already planned for the upcoming May 2013 service change. The chart below shows the top ranking lines according to the criteria identified:

| Route | Comments | Ridership | Contribution to OTP | % On Time |
|---------------|----------|-----------|---------------------|-----------|
| Route 480 | 4 | 8 | 7 | 10 |
| Route 486 | 9 | 2 | 3 | 8 |
| Route 187 | 6 | 1 | 1 | |
| Route 281 | 7 | 10 | 10 | |
| Route 492 | 8 | 6 | 4 | |
| Silver Streak | 1 | 3 | 2 | |
| Route 178 | | 4 | 9 | |
| Route 280 | | 5 | 8 | |
| Route 482 | | 7 | 5 | |
| Route 488 | | | 6 | 5 |
| Route 498 | 5 | | | 2 |
| Route 499 | 2 | | | 6 |
| Route 699 | 3 | | | 3 |
| Route 185 | 10 | | | |
| Route 289 | | | | 9 |
| Route 291 | | 9 | | |
| Route 493 | | | | 7 |
| Route 497 | | | | 1 |
| Route 690 | | | | 4 |

The lines that were chosen for further study are Lines 178, 185, 187, 280, 281, 480, 482, 486, 492 and Silver Streak. Each line is explored in detail, including proposed enhancements in **Section 4: Line-By-Line Analysis**.

Methods for Improving Service

1. Fill the gaps in local service.
 - a. In order for transit to be a viable option for customers there cannot be any gaps in service or periods in the day when there is absolutely no service. No buses on Line A not only means no passengers for Line A, but also less passengers on other lines, who otherwise would have received transfer passengers from Line A. Having gaps in service makes it difficult or impossible for Foothill Transit customers to go to work, make appointments, run errands, etc.
2. Extend operating hours
 - a. Once a basic schedule is set with consistent runtimes during the day, then the extension of operating times can be considered. This extension is based upon whether there is ongoing or very frequent large amount of activity occurring beyond the current scheduled runtimes.
 - b. Some examples include: Last run occurs at 5 p.m., however offices do not close until after 6 p.m.; College classes let out at 9 p.m. but service ends at 8 p.m.; Line X reaches Transfer Point A at 7:30 p.m., but Line Y last serves the transfer point at 6 p.m.; etc.
3. Increase frequency of trips
 - a. Some lines may merit an increased number of trips per hour due to heavy volumes of passengers. Increasing the number of trips will make for a more pleasant customer experience as buses are less crowded. Increasing the number of trips will also slightly improve the average speed of buses - the length of time that a bus has to stop and load people is reduced because another bus came not too long ago (thus fewer passengers to pick up and wait upon).
4. Limited-Stop service
 - a. Lines which run very frequently can be further supplemented by introducing limited stop service. Buses that operate on a limited service run on the exact same route as the normal service but serve fewer stops; please see the following diagram that accompanies this description. Whereas normal service serves all Stops A – I, limited service would only serve Stops A, C, E, G, I. This means that overall trip time will be significantly reduced for the limited service, allowing passengers to reach their final destination faster.

Most often, those who live near a limited stop will walk a little further to access the faster, limited service rather than wait longer for the slower,

normal service. Someone who lives by Stop B will walk to Stop A or C to utilize the limited service bus. Those who live along a segment where the limited service bus bypasses the stops, for example someone at Stop E, can still take the normal service when the next bus arrives. Moreover, limited service has a multiplier effect on the normal bus service: the limited service picks up several passengers at one consolidated location so that the next normal service bus has fewer passengers to pick up, resulting in less stops and shorter loading times for the normal service as well. In the diagram below, although the normal service serves all stops, residents at Stops B, D, F, H are apt to walk one next stop over to catch the limited service bus. Thus, when the next normal service bus comes it will not need to pull over at Stops B, D, F, H. Consequently, the person waiting at Stop F for the normal service has to wait a shorter period.

Normal service
 Limited stop

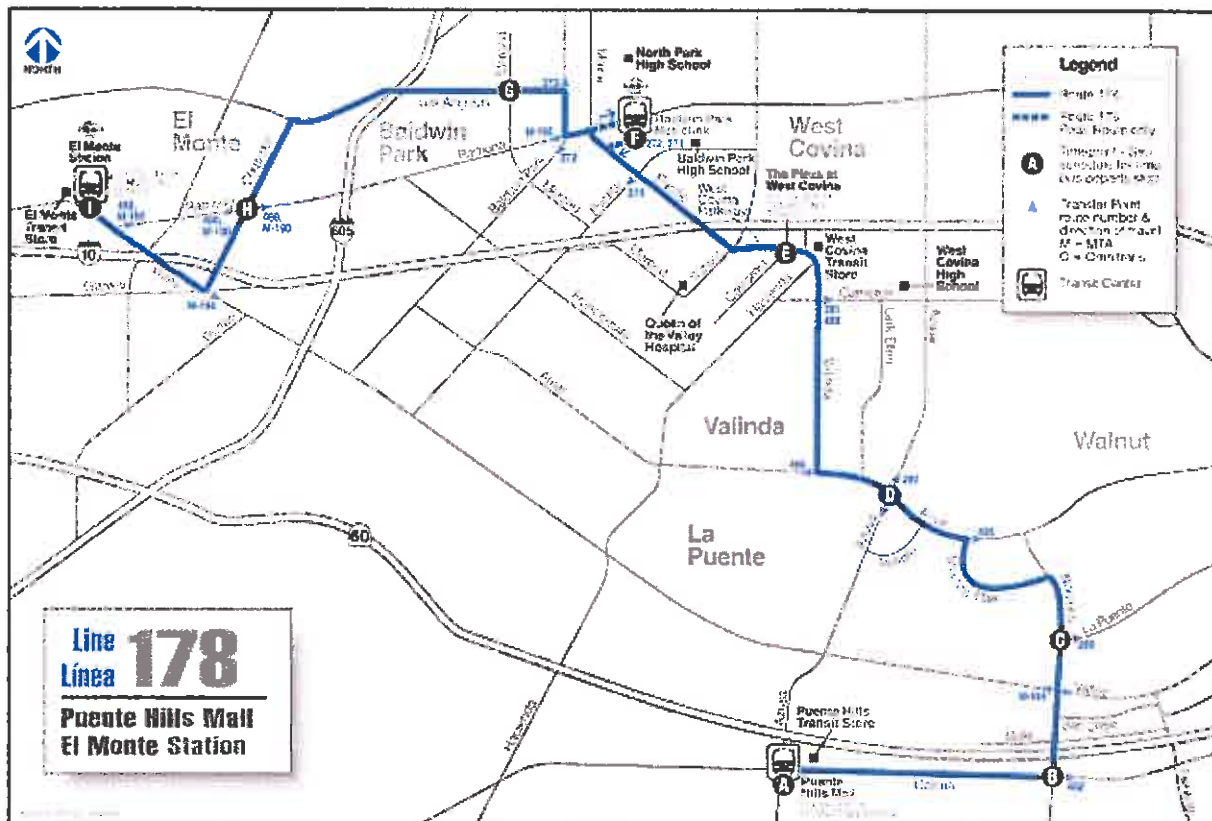


Limited service stops are determined by a variety of factors including the number of boardings/alightings at a stop, transfer connections to other lines, and distance between other stops. The key for an efficient and effective limited service is the balance between having a minimum number of stops to serve key locations without having too many stops whereby gains in time saved is lost.

Section 4: Line-By-Line Analysis

This section outlines different service enhancements recommended for each line.

Line 178



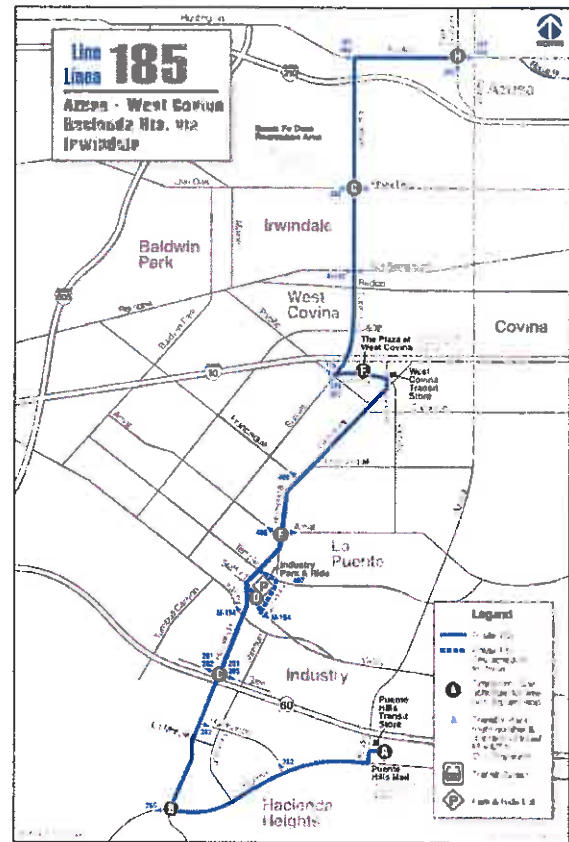
Line 178 travels nearly 20 miles from Puente Hills Mall to El Monte Station, via West Covina Mall. Line 178 has the third most boardings in the system due to its connections with a multitude of other lines. Line 178 has connections with Lines 185, 272, 274, 280, 281, 282, 285, 289, 481, 482, 486, 488, 492, 493, 494, 280, and the Silver Streak. Line 178 is also the only line in the system which serves the Baldwin Park Metrolink station. In addition to its connections with other lines, Line 178 serves major employment nodes at both malls, as well as a variety of small business and retail centers along Colima Road in Hacienda Heights and Rowland heights. Line 178 runs from 5:00 a.m. to 8:30 p.m. on the weekdays and 6:05 a.m. to 7:10 p.m. on the weekends. There are 64 trips each weekday and 46 trips each weekend with 30 minute frequencies on weekdays and 30 minutes to 1 hour frequencies on weekends. The recommended enhancements for Line 178 are:

| Discussion | Cost |
|---|--------------|
| <ul style="list-style-type: none">➤ Increase frequencies from every 30 minutes to every 20 minutes on the weekday from 10:00 a.m. to 4:00 p.m.➤ Extend night service an additional hour to coincide with mall closing hours on weekdays. <p>As the line with the third most boardings, and the second most patronized local line, Line 178 is a vital component of passengers' everyday lives, enabling people to complete daily activities and random chores or appointments outside the house. Increasing frequencies would mean easier transfers to the 17 other lines that Line 178 connects to, and lead to improved mobility overall for people. This option also extends service by an additional hour at night on the weekday and weekend, so that mall employees (as well as shoppers) have a way of returning home when the mall closes.</p> | \$406,396.61 |

Line 185

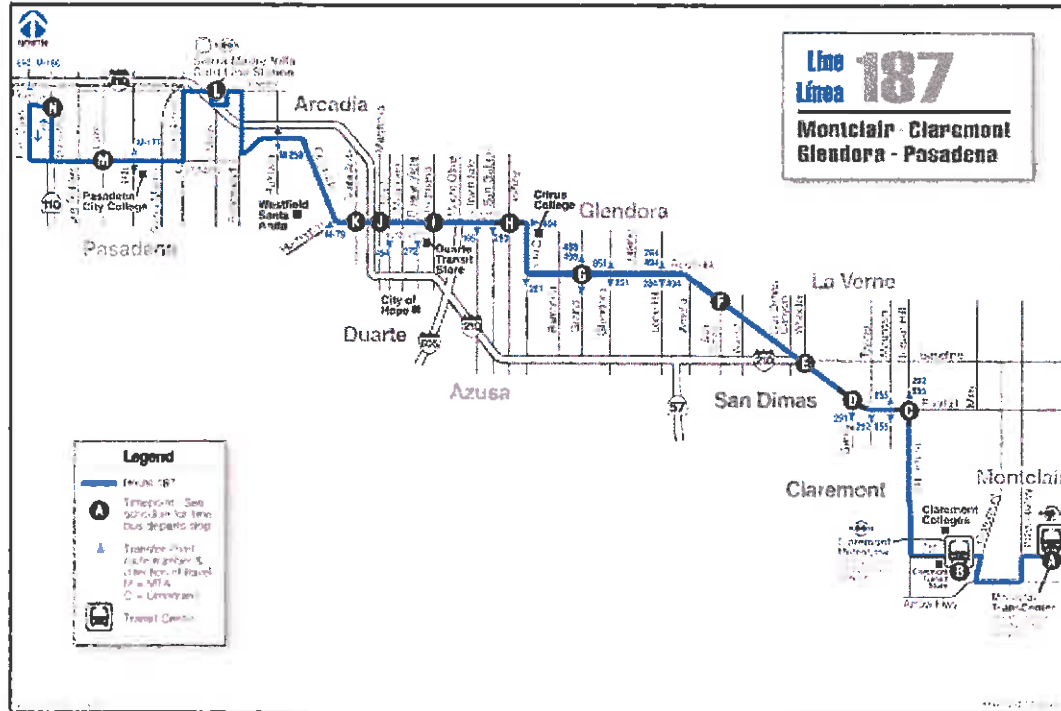
Line 185 travels 16 miles between Azusa and Puente Hills Mall in the City of Industry. The route serves The Plaza at West Covina, and the Industry Park and Ride during the week. Passengers can transfer along the line to Foothill lines 187, 494, 280, 492, 178, 272, 281, 488, 486, 282, 285, 497 and Metro lines 190 and 194. The line runs between 5:15 a.m. and 8:55 p.m. during the week, and has 55 weekday trips and 47 weekend trips. It travels at 30 minute to one hour headways. So far in FY 2013, the line has had 259,456 boardings, 81 percent of which are weekday boardings (12th in total boardings).

The recommended enhancements for this line are:



| Discussion | Cost |
|---|--------------|
| <ul style="list-style-type: none"> ➤ Add six trips to standardize headway to every 30 minutes between 9:45 and 12:45 on weekdays ➤ Extend night service an additional hour to match mall hours on weekdays (Two additional trips) | \$126,724.56 |

Line 187

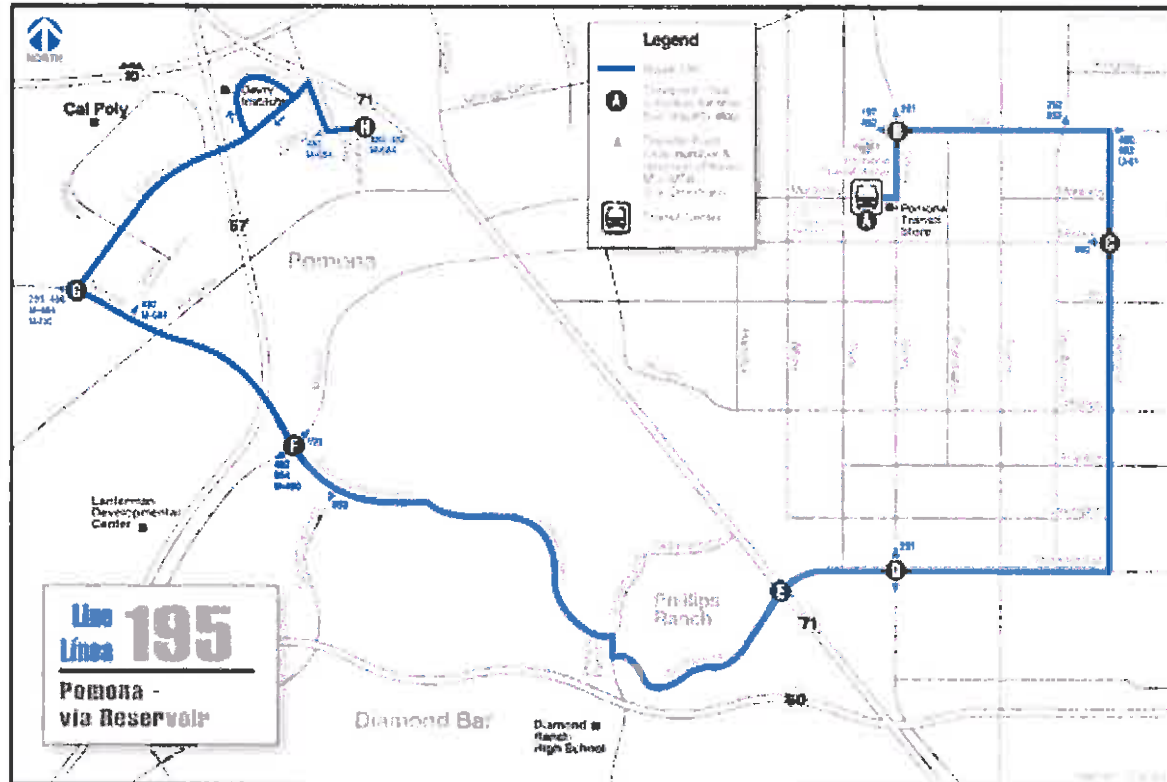


Line 187 is Foothill Transit's most heavily traveled line. It runs 30 miles from Montclair to Old Town Pasadena, traversing Claremont, San Dimas, Glendora, Duarte, Monrovia and Arcadia. Most of the route travels along Route 66/Foothill Boulevard. It services the Claremont Village and Claremont Colleges, Citrus College, Santa Anita Mall and Santa Anita Racetrack, Sierra Madre Villa Gold Line Station, Pasadena City College and Old Town Pasadena. Passengers can transfer to Foothill Transit Lines 292, 855, 291, 494, 284, 851, 498, 488, 281, 280, 185, 272, 494 and 690 as well as Metro lines 188, 177, 268, 79 and the Metro Gold Line. It has 110 weekday trips and 69 weekend trips, and has had 410,657 boardings in FY13. 79 percent of these boardings are weekday boardings. The line has 20-minute weekday headways and 30-minute weekend headways.

To address the general issue of customer satisfaction, a limited-stop version of the local line to get riders to their destinations faster is proposed. The adjustment would be revenue neutral, except for the added cost of promoting the new service, and branding the stops serviced by the limited line. This line is well suited for a limited-stop variant because of the heavy boardings it receives and the long distance it travels. Other agencies which have implemented limited-stop service have reported time savings between 15 percent and 23 percent, and some have even reported ridership gains.

The proposed variant would service about 34 percent of the stops on the local line, moving passengers to their destination faster. Stops were selected by ridership levels, however, distance between stops was also considered.

Line 195



Line 195 travels in the City of Pomona between the Pomona Transit Center and the intersection of Ridgeway Street and Valley Boulevard via Phillips Ranch. The line is 11 miles long, and services Cal Poly Pomona and Devry University. Passengers can transfer to Foothill Transit Lines 482, 197, 291, 292, 855, 480, 286, 482, 854, 289, 486, Metro lines 190 and 194 and Omnitrans Line 61. The line runs between 5:35 a.m. and 6:45 p.m. and has 22 weekday trips and 20 weekend trips. The headway is one hour, and there is no service between 10 a.m. and 1 p.m. a result of cuts during FY 2011. FY 2013 has seen 49,000 boardings, 82 percent of which are weekday boardings (26th in total boardings).

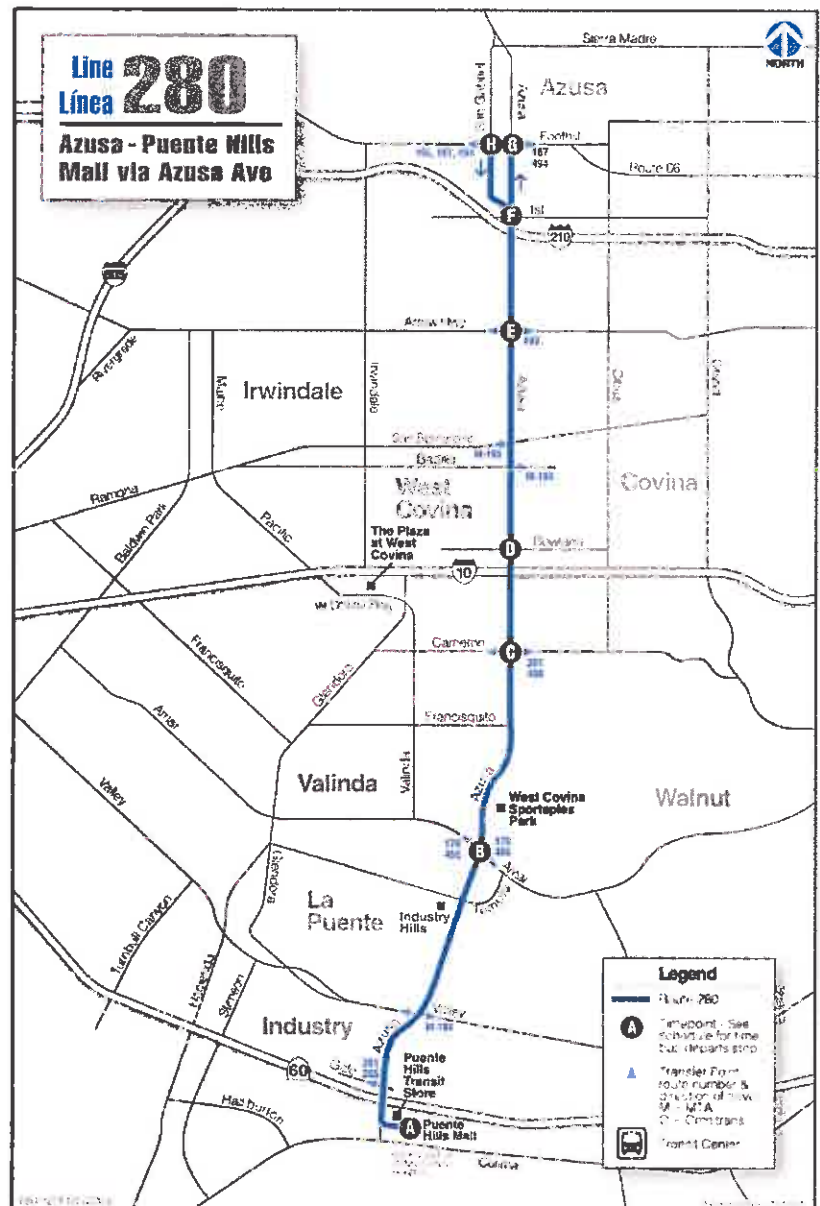
The recommended enhancements to improve customer service on this line are:

| Discussion | Cost |
|---|-------------|
| <p>➤ Add 6 trips during the week between the hours of 10 a.m. to 1 p.m.</p> <p>This enhancement would fill the gap created by service cuts in FY10 standardizing the headway making the line more reliable and increasing mobility.</p> | \$65,722.15 |

Line 280

Line 280 travels 10.3 miles between Azusa and Puente Hills Mall in the City of Industry via Azusa Avenue. It services a number of popular shopping destinations, and terminates in Azusa not too far from Azusa Pacific University. Passengers can transfer to Foothill Transit Lines 281, 285, 178, 486, 488, 187, 494 and 185 and Metro Lines 190 and 194. Line 280 is the 5th most traveled line and has 103 weekday trips and 62 weekend trips with 410,521 boardings in FY13. Eighty percent of the boardings are weekday boardings. The line has 20 minute weekday headways and 30 minute weekend headways.

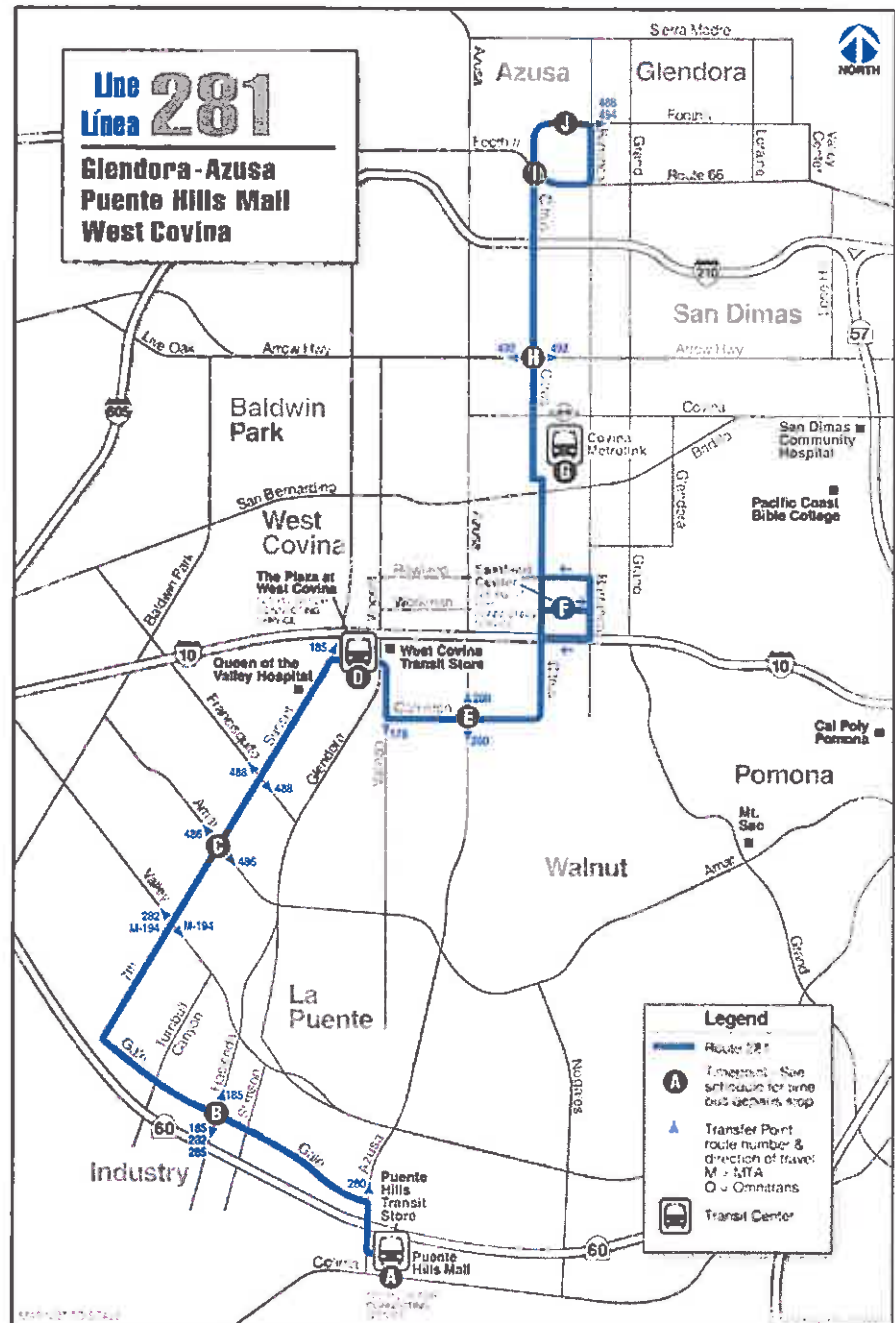
At this point it is not recommended to make any changes to this line, as it already runs on a fairly frequent headway. It could be a candidate for limited stops further down the line, depending on the success of the other proposed limited stop lines.



Line 281

Line 281 travels 18 miles between Citrus College and Puente Hills Mall in City of Industry. The route runs via Citrus Avenue, Sunset Avenue and Gale Avenue for most of the route. It services Citrus College, the Covina Metrolink stop, Eastland Center, The Plaza at West Covina and the Queen of the Valley Hospital. Passengers can transfer to Foothill Transit Lines 492, 488, 494, 280, 178, 185, 488, 486, 282, 185, 285, 280 and Metro line 194. The line has 63 weekday trips and 26 weekend trips, and travels at 30 minute headways during the week and hour headways during the weekend.

The recommended enhancements to improve customer service on this line are:



Discussion

- Increase frequency to 20 minutes between 6 a.m. and 7 a.m. and 9 a.m. and 4 p.m.
- This approach increases headways during the busiest travel periods for the line.

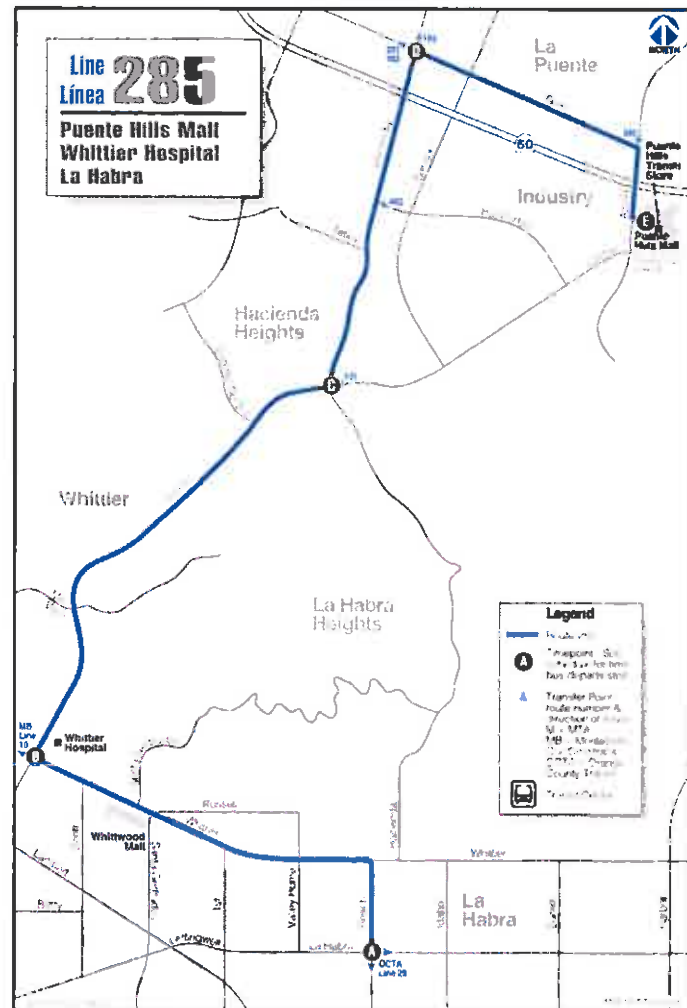
Cost

\$342,177.81

Line 285

Line 285 is approximately 11 miles in length and runs between the city of La Habra and Puente Hills Mall. This line serves major businesses along Whittier Boulevard in the City of Whittier and Gale Avenue in the City of Industry. It is only one of two transit lines that traverse the Puente Hills and is a vital link transporting people from homes in Orange County to jobs in Los Angeles County, and vice versa. Line 285 runs on an hourly basis from 5:45 a.m. to 7:45 p.m. on the weekdays, however there is no service at all from 9:45 a.m. to 12:45 p.m. On the weekends, service runs from 7:10 a.m. to 8:10 p.m. on an hourly basis. Passengers taking Line 285 into Puente Hills Mall are able to connect to Lines 178, 185, 280, 281, 282, 285, 289, 482, 493.

The recommended enhancements to improve customer service on this line are:

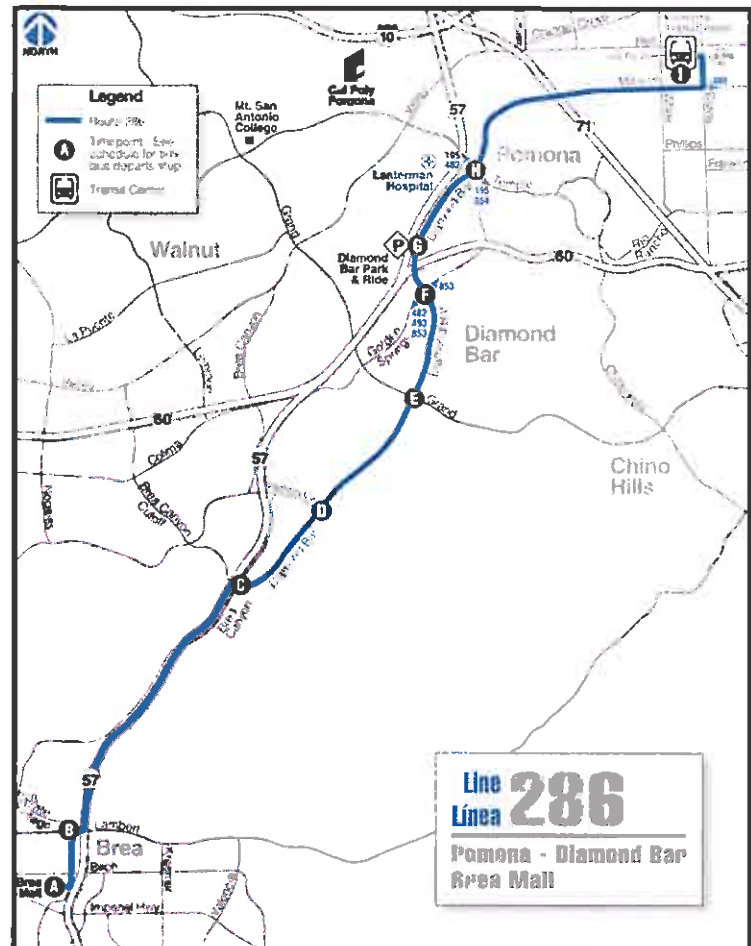


| Discussion | Cost |
|---|--------------|
| ➤ Fill gaps in mid-day service between 9:45 a.m. and 12:45 p.m. | \$107,601.41 |
| ➤ Extend service times two hours on weekdays | |

Line 286

Line 286 runs approximately 16 miles from Brea Mall to Pomona TransCenter. As with Line 285, this line is one of only two transit lines that traverse the Puente Hills and is the only link transporting people from homes in eastern Los Angeles County to jobs in Orange County, and vice versa. Service runs from 6:00 a.m. to 7:05 p.m. on the weekdays and 7:30 a.m. to 7:35 p.m. on the weekends. Line 286 provides connections to Lines 195, 197, 286, 291, 292, 480, 482, 493, 853, 854, 855, and the Silver Streak. Many passengers along this route use this line to connect to Pomona TransCenter as well as to Brea Mall, which is a terminal for OCTA buses.

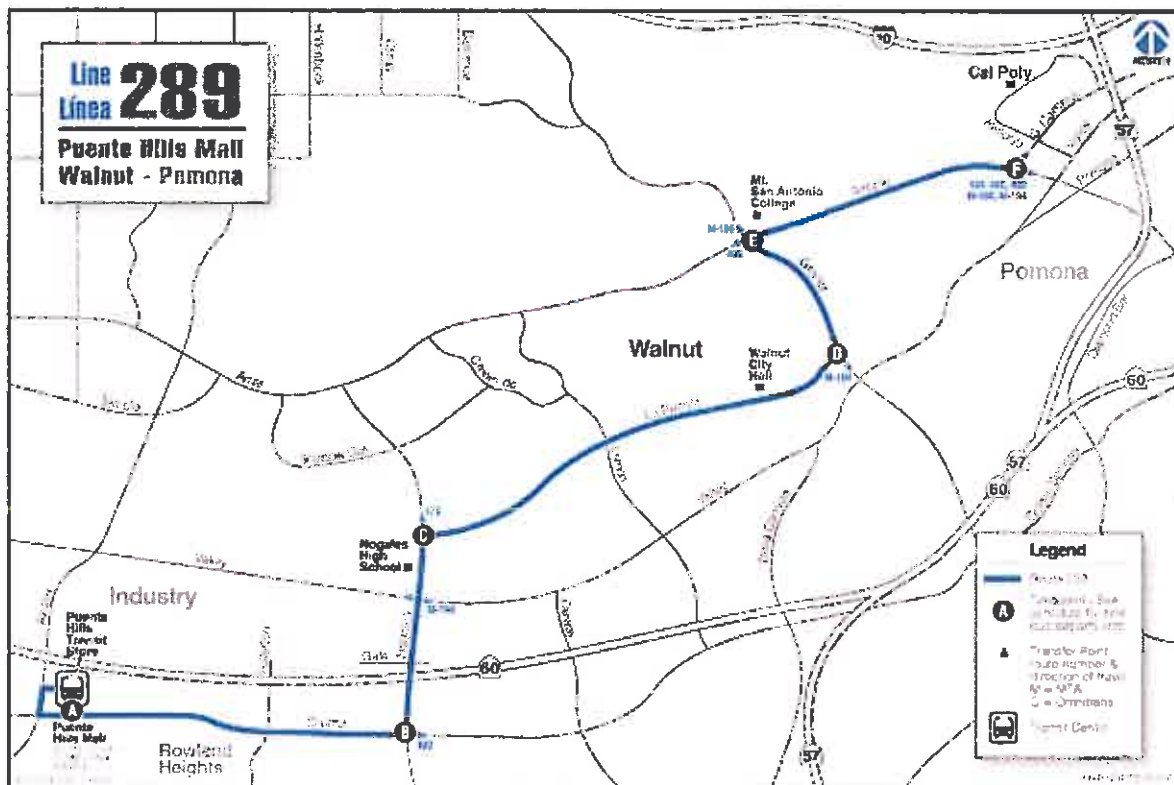
The recommended enhancements to improve customer service on this line are:



| Discussion | Cost |
|---|--------------------|
| <p>➤ Extend operating hours to coincide with service times of buses operating out of Pomona TransCenter and the closing time of the Brea Mall.</p> <p>In order to facilitate transfers to and from other lines, service would be extended later into the evening.</p> | <p>\$80,654.65</p> |

Line 289

Line 289 runs approximately 11 miles from Puente Hills Mall to Cal Poly Pomona. Service runs on an hourly basis from 6:15 a.m. to 6:15 p.m. on the weekdays. On the weekends, service runs from 6:20 a.m. to 6:20 p.m. every other hour in the westbound direction and 7:05 a.m. to 5:05 p.m. in the eastbound direction. Line 289 is one of the two lines from the west and south that serves Mt. San Antonio College and Cal Poly Pomona. It is the only line from Puente Hills Mall with direct service to these two colleges. Line 289 has also connections with Lines 178, 185, 195, 280, 281, 282, 480, 493.

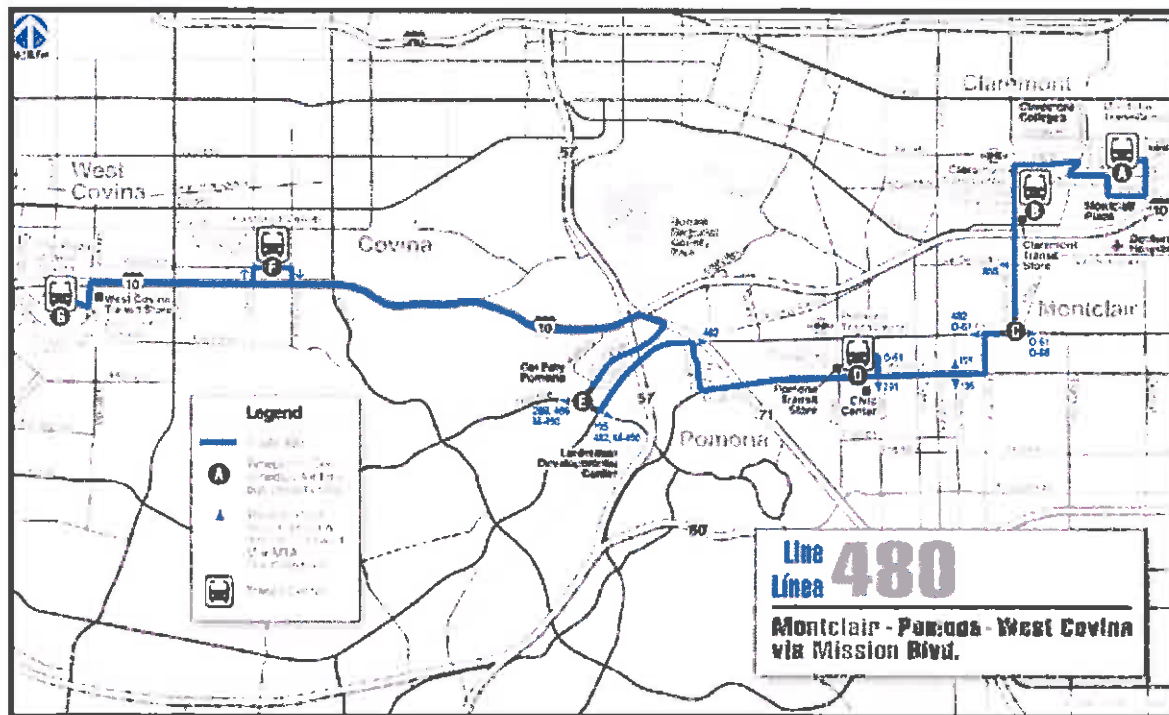


The recommended enhancements to improve customer service on this line are:

| Discussion | Cost |
|---|--------------------|
| <p>➤ Extend operating hours on weekday evenings</p> <p>This option would extend operating hours on weekday evenings to ensure that the ridership program at Mt. San Antonio College can be successful in generating increased ridership. Weekend service would remain the same.</p> | <p>\$98,330.51</p> |

Line 480

Line 480 travels 24.8 miles between Montclair and West Covina through Claremont, Pomona and Covina. It services a number of destinations including Claremont Village, Pomona TransCenter, Cal Poly Pomona, Via Verde Park and Ride, Eastland Center and The Plaza at West Covina. Passengers can transfer to Foothill Transit lines 855, 195, 291, 482, 195, 482, 289, 486 and 280, Omnitrans Line 61 and Metro Line 190. The line has 66 weekday trips and 57 weekend trips, and currently operates on a 30 minute headway. The line has ridership to support decreasing the headway to 20 minutes.

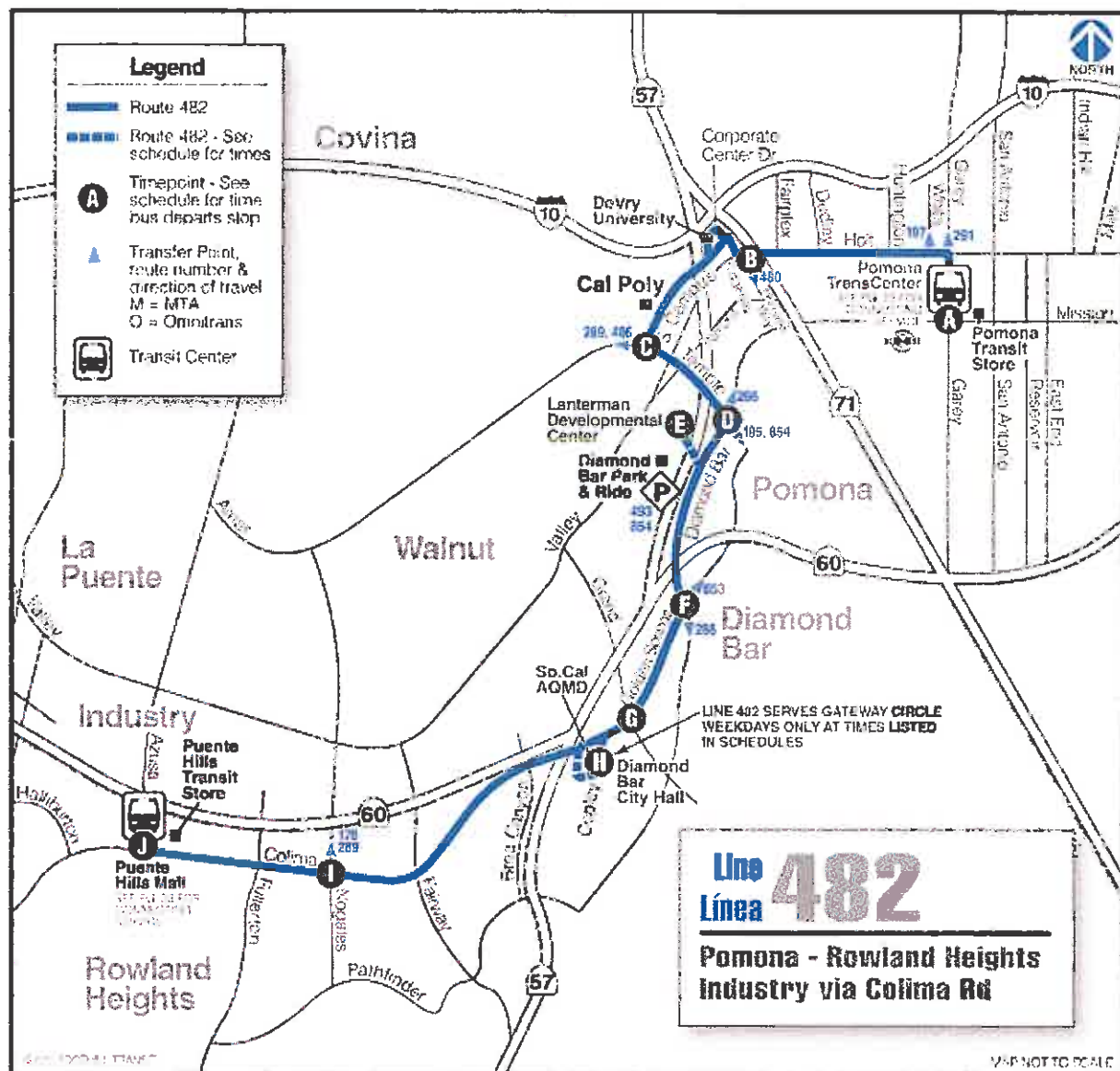


The recommended enhancements to improve customer service on this line are:

| Discussion | Cost |
|---|---------------------|
| <p>➤ Increase frequency to 20 minutes between 7 a.m. and 9 a.m. and 3 p.m. and 5 p.m.; Increase frequency to 30 minutes between 9:30 a.m. and 1:30 p.m.</p> <p>This approach increases headways during the busiest travel periods for the line.</p> | <p>\$371,969.47</p> |

Line 482

Line 482 runs approximately 18 miles from Puente Hills Mall to Pomona TransCenter. Major destinations are government offices in Diamond Bar, commercial offices at the intersection of Interstate 10 and State Routes 57 and 71, the Lanterman Developmental Center and Cal Poly Pomona. Line 482 is the 6th most boarded local line. Line 482 connects with Lines 178, 185, 195, 197, 280, 281, 282, 285, 286, 289, 292, 286, 291, 480, 482, 493, 853, 855, and the Silver Streak. Service runs from 4:00 a.m. to 11:46 p.m. on the weekdays and 6:05 a.m. to 11:30 p.m. on the weekdays, both every half-hour.



The recommended enhancements to improve customer service on this line are:

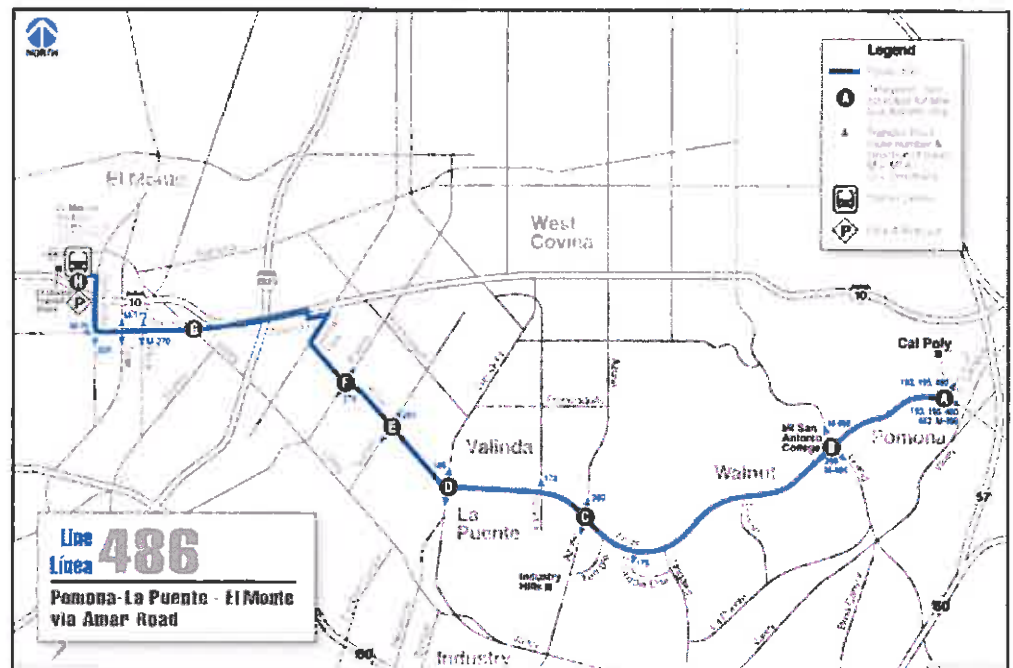
| Discussion | Cost |
|--|-------------|
| <ul style="list-style-type: none"> ➤ Additional stop serving Industry Metrolink station on the weekdays ➤ Additional trip serving Industry Metrolink station on the weekdays <p>Foothill Transit does not currently serve the Industry Metrolink station; the only way of arriving at the train station is by automobile. Adding this stop means that people can now take the bus to the train station instead of driving to it.</p> | \$40,113.94 |

Line 486

Line 486 runs approximately 16 miles in length from El Monte Station to Cal Poly Pomona. Line 486 runs from 5:05 a.m. to 12:25 p.m. and has connections to Lines 178, 185, 269, 281, 282, 289, 481, 488, 492, 494, and the Silver Streak. Line 486 is one of the few lines in the system network which runs in a linear fashion. Due to this relatively straightforward design and 15 minute frequencies throughout the day, Line 486 expedites passengers to different destinations and facilitates streamlined transferring.

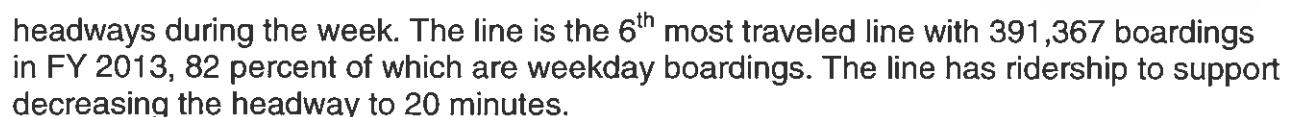
Line 486 actually has very few major destinations en route – El Monte Station, Mt. San Antonio College and Cal Poly Pomona on the extreme ends of the route are the only major landmarks of note. However, because Line 486 crosses the heart of the service area in a relatively

straight, east-west manner it also intersects with a multitude of other lines. It is passengers from these lines which feed into Line 486, on their way to either of the three previously mentioned destinations, which also build up the bulk of the passenger load. As there are only three major destinations on the route and most passengers are going



Limited stop service is the perfect solution for this situation as the majority of riders are coming and going from the same points. Buses that run a limited service are able to reach their destination faster because there are fewer stops that the bus has to make. Since Line 486 runs exclusively on its own route and its intersections with other lines is always at a point (never overlapping), it is easy to determine the locations with high boardings. It is these locations that will receive limited stop service. Line 486 currently has 48 stops, and the proposal is for added limited service to serve only 19 stops.

Line 492 travels nearly 25 miles between Montclair and El Monte Transit Center via Arrow Highway and Santa Anita. Along the way it services Claremont, La Verne, University of La Verne and Covina. Passengers can transfer to Foothill Transit Lines 187, 855, 292, 291, 284, 851, 488, 498, 281, 280, 185 and 494 and Metro 78. The line currently has 61 weekday trips and 50 weekend trips, and operates at 30 minute



The recommended enhancements to improve customer service on this line are:

| Discussion | Cost |
|---|--------------|
| <p>➤ Increase frequency to 20 minutes between 6 a.m. and 8 a.m. and 10 a.m. and 5 p.m.</p> <p>This approach increases headways during the busiest travel periods for the line</p> | \$388,383.12 |

Silver Streak



The Silver Streak is Foothill Transit's flagship line providing limited stop service between Montclair and Downtown Los Angeles. The route is about 38 miles. It has 155 weekday trips and 82 weekend trips. The Silver Streak is the 2nd most traveled line with 622,977 boardings in FY 2013; 78 percent of boardings were during the week. During peak times, headways are as frequent as seven minutes, and during off peak times buses travel on 20-30 minute headways.

No changes are recommended at this time, as the ridership cannot support increased headways. On-time performance of this line is being addressed to improve performance.

Section 5: Recommended Enhancements

Upon review of each of the proposed service enhancements by line, the following recommendations are proposed. Public comment on the proposed changes will be sought since many exceed the threshold of changing more than 25 percent of the line and a Title VI Equity Analysis will need to be completed before the changes can go into place.

Each option was considered individually to ensure that it is the most strategic change that can be made – in essence, that these service enhancements will give Foothill Transit the most “bang for its buck.”

| Line | Discussion | Cost |
|------|--|--------------------------------|
| 178 | <p>➤ Increase frequencies from 30 minutes to 20 minutes on the weekday, from 10:00 a.m. to 4:00 p.m. This is the period with highest ridership.</p> <p>Extend night service additional hour to coincide with mall closing hours, on weekdays.</p> | \$406,396.61 |
| 185 | <p>➤ Add 6 trips to standardize headway to 30 minutes between 9:50 and 12:45 on weekdays</p> <p>Extend night service an additional hour to match mall hours on weekdays</p> | \$126,724.56 |
| 187 | Create a limited stop variant on the same route that serves around approximately 30% of the local stops. | No additional cost for service |
| 195 | Add 3 trips each way during the week between 9:45 and 1:45 to fill the gap in service | \$65,722.15 |
| 281 | Increase frequency to 20 minutes between 6 a.m. and 10 a.m. and 2 p.m. and 5 p.m. on weekdays. These periods have high ridership and are the times when people are commuting to and from work. | \$190,098.78 |
| 286 | Extend operating hours to coincide with service times of buses operating out of Pomona TransCenter and the closing time of the Brea Mall. | \$80,654.65 |
| 289 | Extend operating hours on weekday evenings to ensure that the ridership program at Mt. San Antonio College can be successful in generating increased ridership. | \$98,330.51 |
| 480 | Increase frequency to 20 minutes between 7 a.m. and 9 a.m. and 3 p.m. and 5 p.m. during the week; Increase frequency to 30 minutes between 9:30 a.m. and 1:30 p.m. during the week. These are the busiest travel times for the line. | \$371,969.47 |
| 482 | <p>➤ Additional stop serving Industry Metrolink station on the weekdays to coincide with the opening of the Industry Park and Ride</p> <p>Additional trip in the morning serving Industry Metrolink station on the weekdays to coincide with the opening of the Industry Park and Ride</p> | \$40,113.94 |
| 486 | Create a limited stop variant on the same route that serves around approximately 30 percent of the local stops. | No additional cost for service |
| 492 | Increase frequency to 20 minutes between 6 a.m. and 8 a.m. and 10 a.m. and 5 p.m. during the week. These are the busiest travel periods for the line. | \$388,383.12 |
| | | \$1,768,393.79 |

Section 6. Next Steps

Funding for these improvements has been included in the proposed FY 2014 budget.

An analysis of service equity will be prepared as required by the Federal Transit Administration's Title VI requirement. This will document that the proposed service enhancements are not discriminatory.

Public comments on these changes will be requested and while an official public hearing is not required, customers will be notified of these proposed enhancements and customer feedback will be requested and considered.

Once this work is complete, a final list of proposed changes will be presented to the Executive Board for final approval.

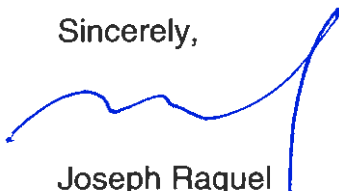
Section 7. Proposed Timeline

| | |
|----------------|--|
| May 2013 | Governing Board and Member Jurisdiction Notification |
| June 2013 | Conduct community outreach (to include customer notification of the proposed enhancements via Footnotes, postal and electronic mailing, and town hall meeting) |
| July 2013 | Analyze customer feedback |
| August 2013 | Propose finalized service enhancements to the Foothill Transit Executive Board for approval |
| September 2013 | Implement finalized service enhancements |

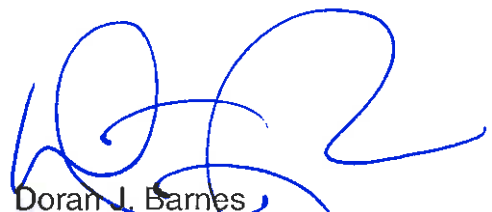
Budget Impact

Recommended service enhancements of \$1,768,393.79 can be funded by Foothill Transit's Measure R allocation.

Sincerely,



Joseph Raquel
Planning Director



Doran J. Barnes
Executive Director